

Completing the slate. Elected to National Association of Educational Broadcasters board of directors: Warren Cannon, McKinsey & Co., New York; Frankie M. Freeman, St. Louis attorney; John Gregory, KPCC-FM Pasadena, Calif.; Carroll Newson, former RCA vice president, and Warren Park, Maryland Center for Public Broadcasting, Owings Mills. First nine board members were chosen by NAEB constituency last month (BROADCASTING, Jan. 14), and former FCC Commissioner H. Rex Lee was added three weeks ago (BROADCASTING, Feb. 4).

Certified. Radio's RADAR research service, conducted for four major radio networks by Statistical Research Inc., Westfield, N.J., has been accredited by Broadcast Rating Council.

RAB picks new firm formed by Simmons to research research

ARMS II study will feature expanded demographics and data on listener's use of other media in attempt to improve radio marketing tools

Research aimed at developing more comprehensive and useful radio audience measurements, known as the ARMS II project, will be conducted by Three Sigma Research Center Inc., a new independent firm based in New York.

The selection of Three Sigma from a field of 17 firms that had submitted proposals is being announced today (Feb. 25) by the Radio Advertising Bureau, which is spearheading the project. RAB said the selection was made by a technical committee composed of station-rep, network and other research specialists.

Three Sigma was formed recently by W. R. Simmons, founder and for many years president of the W. R. Simmons Inc. research organization.

ARMS II, which stands for All Radio Marketing Study, is the successor to a mid-1960's project that focused on research methodology. The new project's goal is to stimulate improvements in radio audience measurements. Among the projected additions to conventional radio ratings are new marketing data, new audience demographics and information on the TV and newspaper (as well as radio) habits of listeners.

RAB also adjusted its ARMS II timetable. A prototype study to check design and procedures will be conducted by Three Sigma in New York this spring, and major studies in New York and Los Angeles, initially planned for this spring, will be conducted next fall.

Costs of ARMS II are estimated by RAB at more than \$500,000, to be borne by participating stations. After the major studies in New York and Los Angeles, which are due to involve 5,000 samples each, similar studies are envisioned for other large markets.

Coming up: biggest season for baseball on radio-TV

\$43-plus million in broadcast rights ride on predictions of audience gains

Organized baseball, weighted in recent years by much of its own resistance to change, will continue to defy the law of gravity and rise to greater success in 1974.

One big reason will be the \$43,245,000 that radio and television will pay the majors for broadcast rights this season. That is \$860,000 more than the 24 clubs realized from broadcasting in 1973.

Equally important, if not more so, will be the unprecedented spotlight that imaginative network-station programmers focus on the national pastime. The immediate and inescapable example is the huge audience expected to be glued to television and radio sets for the Hank Aaron homers that would tie and break Babe Ruth's 714-total record.

Baseball, also blessed by little competition from other major sports during much of its long season and by the diminished competition of summer replacements in TV entertainment, again promises to attract record broadcast audiences.

In BROADCASTING's canvass of the 26 major-league cities, there were expectations of even greater listening due to the travel limitations imposed by the energy crunch and the uncertainty of the economy. Radio, it was noted, made great strides in the hard times of the 1930's.

And audience is the name of the game

to broadcasters who reported their baseball selling at a brisk pace despite a slight change in the kind of sponsors. Gasoline, auto and travel-associated advertisers are in the 1974 broadcast lineup, but not to the degree of past years. Examples: Union Oil has cut back in San Francisco, Los Angeles and Chicago; Arco has dropped its one-third rights in Pittsburgh, though the move was said to be unrelated to the present crisis.

"At this time, advertisers with products concerned with the crisis just don't want to make long-range commitments," Thomas E. Moore Jr., general sales manager of WBAL(AM) Baltimore, observed, but he noted that sales were every bit as good as in past years.

John Davison Jr., sales manager of WJZ-TV Baltimore, added: "We approached the selling of baseball this season with more reluctance; there was uncertainty about the traditional advertisers. But, as of now, we're coming up with a better base of advertisers. We just had to get away from the usual baseball advertisers [auto, gas, etc.] and dig deeper."

That \$43.2 million to be paid the majors in 1974 breaks down this way:

- The 24 teams will get \$25,245,000 for rights negotiated on local and regional levels. The sub-totals are \$14,420,000 for the National League and \$10,825,000 for the American League. All of the majors' gain for 1974 will be in the National League.

- The majors will get \$18 million from NBC-TV in the third year of the network's four-year contract.

The total may be augmented somewhat by current negotiations of Mutual Broadcasting System. MBS, which last year presented a *Game of The Week* on radio, is altering its approach. So far, it has arranged for 12 Friday afternoon games to originate from the Chicago Cubs' Wrigley Field between May 3 and Sept. 27. Van Patrick is to do the play-by-play.

It was also indicated that C. Edward



Hammering Hank's heroics. When Henry Aaron belted this 713th home run last September against the Houston Astros, it set the stage for baseball's dramatic story of the decade this spring. And radio and television are set to report the next round tripper that would tie Babe Ruth's all-time record of 714 homers.

Baseball's '74 opening line-up: the money, stations, games sponsors

AMERICAN LEAGUE-EAST

Team	1974 rights	1973 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Baltimore	\$ 775,000	\$ 775,000	WJZ-TV †	WBAL †	National Brewing (Doner) on radio and TV. Other participants TBA.
Boston	1,000,000	1,000,000	WBZ-TV 6	WHDH 52	Schaefer Beer (BBDO), Miller Beer (McCann-Erickson), Chevrolet (Campbell-Ewald), Metropolitan Buick Dealers (Ingalls, Boston), all on TV. New England Chrysler-Plymouth (Young & Rubicam), Coca-Cola (McCann-Erickson), Delta Airlines (Burke, Dowling, Adams), Falstaff/Narragansett Beer (Needham, Harper & Steers), New England Telephone & Telegraph (Cabot), and The Boston Globe (Quinn & Johnson), all on radio.
Cleveland	800,000	800,000	WJW-TV 1	WWWE 20	American Motors (Cunningham & Walsh), Genessee Beer (Esty), Blue Cross/Blue Shield (Carl Liggett), all on TV; Stroh's Beer (Doyle, Dane, Bernbach) ½ sponsorship contract for three years with '74 as first year, on radio.
Detroit	1,000,000	1,000,000	WJBK-TV 6	WJR 39	Pabst Brewing (Kenyon & Eckhardt), Pepsi-Cola (BBDO), High Grade Food Products (Doner), Triple A Auto Association (Stockwell & Marcuse), all on TV; Stroh Brewery (Doyle, Dane, Bernbach), Marathon Oil (Campbell-Ewald), B. F. Goodrich (Grey), Great Detroit Area Buick (McCann-Erickson), Peet Packing Co., Independent Insurance Agents of Michigan (Parker, Wilcox, Fairchild, Campbell), Ziebart Rustproofing Co. (Meltzer, Aron & Lemon), all on radio.
New York	1,300,000	1,300,000	WPIX 10	WMCA 30	Sponsor list TBA.
Texas	700,000	700,000	WBAP-TV 3	WBAP 12	State Farm Insurance (Needham, Harper, Steers), Schlitz (Burnett), Consolidated Cigar (Compton), Brako Brake Co. (Atkin Adv.), all on TV; Schlitz and 7-11 Stores (Stanford Agency), both on radio.

AMERICAN LEAGUE-WEST

Team	1974 rights	1973 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
California	1,000,000	1,000,000	KTLA	KMPC 18	Anheuser-Busch (Gardner), Goodyear Tire & Rubber (Wert), Home Savings (Libov), Subaru (Culver), Southern California Ford (Myers, Bateman & Wortnick), all on TV; Standard Oil of California (BBDO), Anheuser-Busch, Continental Airlines (Benton & Bowles), Chevrolet (Campbell-Ewald), all on radio.
Chicago	1,000,000	1,050,000	WSNS 9	WMAQ 2	Falstaff Brewing Corp. of St. Louis (Needham, Harper & Steers), Metropolitan Chicagoland Chevrolet Dealers Advertising Association (Eisaman, Johns & Laws), Motorola (Clinton Frank), Commonwealth Edison (Burnett), Chicagoland MacDonald's Hamburgers (Rothenberg, Feldman, Moore), St. Paul Federal Savings & Loan (Doremus & Co.), all on TV; General Finance Loans (Post-Keyes-Gardner), Chevrolet (Campbell-Ewald), Zenith Radio Distributors (InterOcean), all on radio.
Kansas City	650,000	650,000	KBMA-TV 10	KMBZ 50	Hamm's Beer (Dancer-Fitzgerald-Sample) and Dodge (BBDO), both on TV; Dodge, Amoco (D'Arcy, MacManus & Masius), Falstaff Beer (Needham, Harper & Steers), Guy's Foods, all for radio.
Milwaukee	600,000	600,000	WTMJ-TV 8	WTMJ 50	Schlitz (Burnett), American Motors (Cunningham & Walsh), Oscar Mayer & Co. (JWT/Frank), Milwaukee McDonalds (Hoffman York Baker & Johnson), First Federal Savings of Wisconsin (Page Schwessinger), on TV and radio.
Minnesota	1,000,000	950,000	WCCO-TV †	WCCO 45	Midwest Federal Savings & Loan (M. R. Bolin) ½ and Schmidt's beer (Bates) ½; both on TV; other ½ being sold. Midwest Federal Savings & Loan (M. R. Bolin), Foreman & Clark Clothing, Northwestern Bell Telephone, Cloverleaf Dairies, Western Airlines (BBDO), to be rotated throughout Twins baseball on radio.
Oakland	† 1,000,000	1,000,000	None yet	None yet	Originating stations not selected as of Thursday (Feb. 21). Sponsor lists for radio and television TBA.
AL totals	\$10,825,000	\$10,825,000			

Rights figures are BROADCASTING estimates of net prices. When team packages its own games, the figure is after talent, production and line charges. Not included in table is NBC's payment for nationally televised

games which this year amount to \$18 million under four-year contract that started in 1972.
† Regional network not completed as of Feb. 15.

Little, president of Mutual, is discussing similar arrangements with other clubs.

NBC-TV has upped the price again for the nonweekend World Series games (all to be telecast at night) from last year's record \$110,000 per minute to \$130,000 a minute in 1974.

All three World Series night games last year between the Oakland Athletics and the New York Mets chalked up ratings in the 30's and shares in the 50's (with the third game's 33.6 Nielsen rat-

ing and 52 share being the best). NBC's statisticians report that "the largest World Series audience in history" tuned into last year's seven games and that the 69,550,000 people who watched some part of the second game constitute "the largest audience ever to watch a single baseball game in history."

The price tag for weekend World Series day games has risen from \$70,000 a minute to \$80,000 a minute, and NBC has hiked the All-Star Game's price-per-

minute from last year's record \$90,000 to \$95,000.

NBC will again telecast 15 Monday-night games, although this year it is pushing the May 20 lead-off game up to April 8, the night Los Angeles will play the Braves in Atlanta, where Hank Aaron may be willing to accommodate the network by hitting his 714th home run, which would tie him with Babe Ruth's record. The Braves' management has drawn fire from its announcement earlier

NATIONAL LEAGUE-EAST

Team	1974 rights	1973 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Chicago	\$ 1,200,000	\$ 1,200,000	WGN-TV 13	WGN 24	All-State Insurance (Burnett), Yellow Pages (Earl Ludglin), True Value Hardware Stores (Home Products Marketing Association), Zenith Corp. (InterOcean), Texaco (Benton & Bowles), American Motors (Cunningham & Walsh), Hamm's Beer (Dancer-Fitzgerald-Sample), all on TV; Oak Park Federal Savings & Loan (Connor-Sugar Associates), G. Heileman Brewing (Campbell-Mithun), Metropolitan Buick Dealers of Chicago (Post-Keyes-Gardner), Karoli's Men's Wear (Kalom/Cohen/Greenbaum), Walgreen Drug Stores (Elsaman, Johns & Laws), all on radio.
Montreal	950,000	800,000	CBC (English) 43 (French) 13	CFCF (English) 11 CKAC (French) 24	TV sponsorship TBA. O'Keefe Breweries (Foster), Pepsi-Cola (J. Walter Thompson), Swift Meat Products (McCann-Erickson), Electro-Holme Stereo and TV (Russell T. Kelley), American Motors (McKim, Benton & Bowles), Texaco Canada (Ronalds/Reynolds), Air Canada (BCP), Gillette (McKim, Benton & Bowles), Bank of Montreal (Spitzer, Mills, Bates), Loto Quebec (direct) and Steinberg's supermarket chain (direct), all on radio.
New York	1,500,000	1,250,000	WOR-TV 5	WHN 25	F & M Schaefer Brewing (BBDO), Manufacturers Hanover Trust (BBDO), all on TV; Household Finance Corp. (direct), Ballantine Beer (Needham, Harper & Steers), Chrysler-Plymouth Dealers of New York (Young & Rubicam), Dairy Lea (Barlow Johnson), Long Island Lighting Co. (Donemus), all on radio.
Philadelphia	1,600,000	1,600,000	WPHL-TV 3	WCAU 19	Schmidt's Beer (Rosenfeld, Sirowitz & Lawson) and Girard Bank (Altken-Kynett), both on TV; Schmidt's Beer, Tasty Baking Co. (Lewis & Gilman), MAB Paints (T. L. Reimel Advertising), Gino's Hamburgers (Young & Rubicam), Chrysler-Plymouth Dealers (Y&R), Girard Bank of Philadelphia, all on radio.
Pittsburgh	1,200,000	1,000,000	KDKA †	KDKA-TV †	Pittsburgh Brewing (Ketchum, MacLeod & Grove) ½ on TV and radio, and other participants TBA.
St. Louis	800,000	800,000	KSD-TV 20	KMOX 115-120	Anheuser-Busch (Gardner), Lincoln Mercury Dealers of St. Louis (Kenyon & Eckhardt), Kentucky Fried Chicken (E. M. Reilly & Associates), First National Bank of St. Louis (Gardner), all on TV; Laclede Gas Co. (D'Arcy, MacManus & Masius), Steak 'n' Shake (direct), Cotter Hardware (direct), General Finance Corp. (Post-Keyes-Gardner), all on radio.

NATIONAL LEAGUE-WEST

Team	1974 rights	1973 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Atlanta	1,000,000	1,000,000	WTCG 30	WSB 55	Pabst Brewing (Kenyon & Eckhardt), Bristol-Myers' Vitalls (Young & Rubicam), both on TV; Coca-Cola (McCann-Erickson), Chevrolet (Campbell-Ewald), Goody's Headache Powder (Tucker-Wayne), Sterling Beer (Burton-Sohlgian), Cotton State Insurance (McRae & Bealer), Delta Airlines (Burke, Dowling, Adams/BBDO), General Finance Corp. (Post-Keyes-Gardner), Sunbeam Bread (QBA), Orkin (Kinro), Hormel (BBDO), Trust Co. Bank (Tucker-Wayne), Atlanta Beverage (D'Arcy, MacManus & Masius), Walton Clothier (Henry Sherry & Associates), Six Flags Over Georgia (Sherry), all on radio.
Cincinnati	1,560,000	1,300,000	WLWT 9	WLW 112	Hudepohl/Burger Beer (Stockton, West, Burkhardt of Cincinnati), 1/6 on TV; other TV sponsors TBA. Stroh Brewery (Doyle Dane Bernbach), Marathon Oil (direct), Frisch's Big Boy Restaurants (Rollman), First National Bank of Cincinnati (Northlich/Stolley), Pepsi-Cola (Robert Acorn), all on radio.
Houston	1,000,000	1,000,000	KPRC-TV 23	KPRC 33	Texaco (Benton & Bowles) 1/4, Lone Star beer (Glenn) 1/6, Chevrolet (Campbell-Ewald) 1/6, L. A. Frey & Sons Meat Co. (Jessell, Siegfried & Moeller) 1/18, all on TV and radio networks.
Los Angeles	1,800,000	1,800,000	KTTV	KABC 10	Union Oil (Ebberts) Farmer John meat products (Pacific West), Olympia beer (Botsford, Ketchum), Union Bank (Weinberg), all on radio.
San Diego	‡ 710,000	710,000	None yet	KOGO	Sponsors TBA
San Francisco	1,100,000	1,100,000	KTVU 2	KSFO 15	Ford Dealers (JWT), Olympia beer (Botsford, Ketchum) on TV; Standard Oil (BBDO), Chevrolet (Campbell-Ewald), Budweiser (D'Arcy, MacManus & Masius), United Airlines (Burnett), California Blue Cross (Coleman), U.S. Steel (Compton), Commercial Credit (Doner), all on radio.
NL totals	\$14,420,000	\$13,560,000			
Maj. league totals	\$25,245,000	\$24,385,000			

‡ 1974 contracts not yet set, but station and other sources indicate final figure will approximate 1973 figure.

this month that their star would sit out the first three Atlanta games in Cincinnati (April 4, 6, 7), presumably to forestall the possibility of his tying the record on the road.

But NBC will carry the historic home runs (the one that ties the record, and the tie-breaker) no matter when and where they're hit because the network will pick up all of Atlanta's games, at least on closed circuit, and interrupt regular programming with a taped two-minute insert

of the homer, to be sponsored by Fram oil filters (through SFM Media Services).

The price of the Monday games stays the same as last year's—\$44,000 a minute in the second quarter of the year and \$35,000 a minute in the third quarter. Weekend divisional play-off games are again going for \$35,000 a minute, with weekday playoffs at \$19,000 a minute, the same as last year.

NBC has a full Saturday-afternoon schedule of 26 games, running every week

from April 6 through Sept. 28. The price-per-minute is being held firm at \$19,000. Curt Gowdy and Tony Kubek will again announce the primary network games for NBC. The other announcing team again will be Jim Simpson and Maury Wills. Joe Garagiola will do four Monday-night games, the All-Star night game, and at least 10 Saturday-afternoon contests, joining Messrs. Gowdy and Kubek as color man. NBC also expects to continue the guest-celebrity feature of the Monday-

On deck again. The National Baseball Network is ready for its second season of local and regional TV coverage with what President Don Stuart says will be a line-up of at least 120 TV stations and coverage rights for all major-league teams except for the San Diego Padres, which has not as yet arranged for a TV outlet, and the Los Angeles Dodgers whose coverage reportedly is sold out.

Unlike last year, he says, NBN can give advertisers their choice of teams in all cities having more than one club (except, again, for the Dodgers). Last year NBN was aligned with only one team in each of those cities. He expects, incidentally, to have access to the Padres, too, if they get a TV outlet.

Mr. Stuart estimates that a full-season package consisting of one 30-second announcement in each TV game of all 18 teams on NBN's schedule—a total of 870 originations over the season—would cost about \$650,000. He hopes to equal if not better last year's ratings, which he said averaged 16.5 in Arbitron-Nielsen combinations for the markets of origination, exceeding those of any other seasonal sports coverage.

Consolidated Cigar Corp., NBN's prime sponsor last year, has renewed for this season but has not yet assigned the products to be promoted. Mr. Stuart says negotiations with several other advertisers are near the contract stage. Last year he had three full sponsorships.

He had hoped to launch a radio network similar to NBN's TV operation this year (*Broadcasting*, Feb. 26, 1973). He says he has the capability but that the costs apparently are discouraging to prospective advertisers in the current economy.

jewelry store. Household Finance Company is slated for one-third sponsorship of *Dugout Interview*.

The station reports the energy shortage hasn't affected the Indians' broadcasts, which will follow an ordinary 10 night-game schedule.

Indians' TV coverage was assumed ten years ago by WJW-TV Cleveland, which owns the rights. The station is considering only one affiliate (in Youngstown, Ohio) to share coverage of 40 regular season games (25 home, 15 road). No preseason games are scheduled.

Jim (Mudcat) Grant, former pitcher for the Indians, will return with Harry Jones for the play-by-play. No pregame or postgame shows will be aired on WJW-TV which renewed a one-year contract with the Cleveland club. The station started with the Indians on a year-by-year basis in 1973.

night games, according to a network spokesman.

Major sponsors lined up so far by NBC-TV are Chrysler (BBDO), Gillette (BBDO), Sears (Foote Cone & Belding), Kentucky Fried Chicken (Leo Burnett), Firestone Rubber (Sweeney & James), Shulton (Norman, Craig & Kummel), Hagar slacks (Tracy-Locke) and Miles Labs (Botway).

Sponsors new to network baseball this year are the McCulloch Corp. (Gader & Wetmore, Los Angeles), Coleman Co. (D'Arcy, MacManus & Masius), Sterling Drug Co. (Dancer-Fitzgerald-Sample), Skil Tools (Young & Rubicam) and Radio Shack (Bloom Advertising).

Following is a city-by-city rundown of the radio-TV plans of each major-league club. Pregame and postgame sponsors are listed in the team capsules that immediately follow; sponsors of the actual play-by-play broadcasts are shown in the league charts on pages 40 and 41.

American League-East

Baltimore Orioles

National Brewing Co. will be going into the last year of its current contract as radio-television rights holder for the Orioles. The names, places and numbers will be similar to last season:

WBAL(AM) Baltimore will originate play-by-play for a network still being formed, but which is expected to match 1973's 40 affiliates. The radio line-up is being handled by Sports Media Inc., Baltimore. The entire Orioles schedule will be on radio.

WJZ-TV Baltimore, the TV roost of the Orioles since 1954, will telecast 52 games this year, approximately the same as in 1973. An area regional network is being set up. Twenty-seven pregame television shows are planned with Household Finance Corp. (Needham, Harper & Steers) as major sponsor. Postgame shows on TV will be presented on an "accordion basis"—contingent on time availability at the end of games. The Orioles' broadcast team will again be Chuck Thompson and Bill O'Donnell.

Boston Red Sox

WHDH-AM-FM Boston will go into the second year of its current three-year contract with the Red Sox and will broadcast 10 preseason and 162 regular-season games. Fifty-two New England stations will join WHDH this year.

Ned Martin will do the play-by-play, and Jim Woods the color.

The 10-minute pregame *Warmup*, and the five-minute postgame *Sports Extra*, both with Mr. Woods, will both be sponsored by Household Finance (Needham, Harper & Steers) and by the Hill Food Co. (Dean Wolfe Associates, Boston).

WBZ-TV Boston will be in the third year of a three-year contract as the originator for a six-station regional TV network that will televise three preseason and 67 regular-season Red Sox games. Ken Coleman and Johnny Pesky will be returning as the TV announcers.

On TV, the pregame *Red Sox Warmup*, with Mr. Coleman, and the postgame *Wrapup*, with WBZ-TV's Bob Wilson, are not yet sold.

Cleveland Indians

WWWE(AM) Cleveland, will broadcast its second season of Indians games as part of a three-year contract for the club's radio rights. The station is still signing affiliates for an Ohio and Pennsylvania network that already numbers 20 stations. All regular season games are scheduled, as are all seven weekend exhibition games.

Former Indians' pitcher Herb Score will be back with Joe Tate for play-by-play coverage. WWWE will broadcast a ten-minute pregame show, *Dugout Interview*, and a ten-minute postgame show, *Tenth Inning*, featuring Mr. Score and Mr. Tate, will go to its Indians Network. The station first will provide four additional five-minute pregame shows for WWWE listeners; an interview with Indians General Manager Phil Segal before every game, sponsored by Burkhardt-Davidson Clothiers; *Clubhouse Conflict*, sponsored by Southeast Chevrolet; *Tribe Talk*, sponsored by Shaker Ford; and an unnamed show sponsored by an unspecified local

Detroit Tigers

All regular-season games of the Tigers' plus eight preseason exhibitions will be carried by WJR(AM) Detroit, marking its 22nd year as anchor station for the club. In its third year of a five-year radio-rights contract, WJR will join 39 other Michigan stations (one more than last year) for its Wolverine Baseball Network.

Ernie Harwell will be back for his 14th year as Tiger's play-by-play man, and will be joined for a second season by Paul Carey. WJR has not firmed sponsorship contracts yet for Mr. Harwell's 10-minute pregame show, *Tiger Beat*, nor for Mr. Carey's 10-minute postgame *Scoreboard*.

The Tigers are retaining TV rights (for the 10th consecutive year), for a six-affiliate hook-up (five in Michigan, one in Toledo, Ohio) with key station WJBK-TV Detroit originating. One preseason game (tentative) and 40 regular games are scheduled, with 13 of the 29 road games in prime time.

The Tigers have notified broadcasters that they would not move night games to earlier time periods in connection with the energy crisis. Since Detroit-Edison has switched from oil to less-critical coal, the change is not so vital, it was felt.

Former Tiger third-base man George Kell and Larry Osterman will be back as play-by-play commentators. Mr. Kell's 15-minute pregame show is being considered for renewal. A ten-minute postgame scoreboard show has been scheduled with participating sponsors for the 27 weekend games.

WJBK-TV's latest five-year contract expires this year. The station is into its 19th year as the Tiger's TV home base.

New York Yankees

WMCA(AM) New York has extended its three-year contract that ended last season for another year. The station will carry 10 preseason and all regular-season games on a regional line-up of stations, now numbering 24 but expected to grow to about 30 by the start of the season.

The announcers once again will be Phil Rizzuto, Frank Messer and Bill

The three-man radio crew will also handle the television side. No pregame or postgame shows are planned.

Arlington Park Corp. is holder of the team's broadcast rights under an agreement between the city and Rangers owner Robert Short wherein the team in 1972 received a 10-year advance to help finance the franchise switch from Washington.

The announcer team for both radio and TV will be Dick Enberg, Don Drysdale and Dave Niehaus.

Mr. Caray will perform the same func-

Along with Mr. Caray, whose 15-minute pregame show, *On Deck*, is be-



left from the tip of Manhattan on June 6, 1896. It took them 56 days to cover the 3,075 miles to St. Mary's, Isles of Scilly. Their 18 foot boat, the Richard K. Fox, was a clinker-built double ender with no mast and no sails. They stowed five pairs of oars, just in case.

ing sponsored by Liberty Builder, construction materials, Bob Waller will cover the TV games play-by-play for innings four through six. Mr. Waller's 15-minute postgame show is as yet without sponsorship.

Kansas City Royals

The Royals will be carried for the fifth straight year by KMBZ(AM) Kansas City, serving as the key outlet for a 50-station regional network.

Buddy Blattner and Dennie Matthews will be back to do both radio and television play-by-play.

The television side will again be handled by KBMA-TV Kansas City with plans for about 36 road games. Ten stations will be on the Royals TV network.

In addition, KBMA-TV plans to feed five home games of the Royals that will not be on the air to 100 cable television systems in the Kansas City area (BROADCASTING, Feb. 4). According to the station, the cable systems will pay for distribution costs, such as microwave relaying, and advertisers will pay programming costs.

Milwaukee Brewers

The Jos. Schlitz Brewing Co., through its broadcast division, will go into the last year of a five-year rights contract with the Brewers. WTMJ-AM-TV will again originate coverage.

WTMJ will feed the entire Brewers

Advertisement

Meeker Tells Rival Reps: Don't Ask More Than 15% Unless You Work For It

Questioned about his plan to apply a sliding scale of up to 20% and 25% in sales commissions, (BROADCASTING, Jan. 28, 1974), Meeker Radio President Fin Hollinger pointed out that the traditional 15% continues to be the normal commission base at Meeker but that for extra services Meeker expects to earn the higher rates. Hollinger, a former station owner whose employees were among the first programming experts and personalities hired by Drake-Chenault, offers a unique audience promotion and program advisory service to Meeker stations. Meeker's merchandising service also makes available thousands of dollars in unusual promotion items at a fraction of retail value.

"It's just good sense," says Hollinger. "We want to represent stations that are leaders or take steps to become leaders. We only want more money if we earn it—by helping our stations build ratings and by giving our stations consistent sales increases."

schedule to a regional radio network of 50 stations. WTMJ-TV will be the key station for a TV network of six affiliates, telecasting 30 games, 19 in prime time.

Merle Harmon and Bob Uecker will be back to do radio play-by-play and color, respectively. On the TV side, it will again be Tom Collins on play-by-play with newcomer Eddie Doucette handling color.

A radio pregame broadcast, *The Del Crandall Show* with the Brewers manager, will be sponsored by Yellow Pages. A postgame scoreboard program is being sold to participating sponsors.

Minnesota Twins

Midwest Federal Savings and Loan Association, Minneapolis-St. Paul, will go into the second year of a seven-year contract as rights holders for the Twins. WCCO-AM-TV there will be the key outlets.

WCCO is setting up a regional network that is expected to match last year's 45 outlets. There will be broadcasts of two exhibitions plus the regular-season schedule.

Radio play-by-play will be handled by Herb Carneal, returning, and newcomer Larry Calton.

Twins Manager Frank Quilici is to appear on pregame broadcasts with WCCO's Sid Hartman. Mr. Carneal will do a scoreboard show after all games.

WCCO reported such success in 1973 with its new sales-merchandising plan, that it is continuing the technique. Basically its amounts to this:

- There is no differentiation between in-game sponsorship and pregame and postgame advertising.

- All time is sold in 30-second units rotated throughout all baseball and with each sponsor guaranteed that 75% of its units will be within play-by-play and the other 25% in the adjacent broadcasts.

- Advertisers buying a minimum of six units every game are given billboard announcements on the station.

WCCO-TV will telecast 30 regular-season games (19 at night) commencing with an April 18 contest with the California Angels from Anaheim. The regional TV network is still being set up.

Mr. Calton and Ralph Jon Fritz of WCCO-TV will be the play-by-play team. Pregame and postgame programs will be telecast when time permits, all to be conducted WCCO-TV sportscaster Hal Scott.

Oakland Athletics

Charley Finley's world champion A's were first in the majors last year, but this year his club is at the tail end of the line in committing itself for radio and television. Up to last Thursday (Feb. 21), club spokesmen would only say that announcement of broadcast plans would be made soon.

KEEN(AM) San Jose, Calif. and KTVU-TV San Francisco-Oakland handled the games last season under rights contracts, also belatedly announced.

National League-East

Chicago Cubs

The Cubs' games once again will belong to WGN-AM-TV Chicago, in its 27th year of TV rights and its 35th year of radio rights. (Both radio and TV are in the fourth year of a five-year contract.) WGN will broadcast all 162 regular-season games and ten exhibition games to a 24-station affiliate network in Kentucky, Indiana and Illinois.

Lou Boudreau, the former Cleveland Indians star and Hall of Famer, will be back for the radio play-by-play coverage with Vince Lloyd. Mr. Boudreau's five-minute pregame show, *Manager's Corner*, was cancelled this year and will be replaced by *Let's Talk Baseball* with both Mr. Boudreau and Mr. Lloyd. That show will be followed Mr. Boudreau's ten-minute pregame show *Lead Off Man* which is half sold to Seno and Sona Formal Wear, (Bud Solk Associates). Mr. Lloyd's ten-minute postgame show, *Scoreboard*, is half sold to Cotter & Co. hardware products (Home Product Marketing Association). *Let's Talk Baseball* is half sold to Federal Life Insurance (The Art House).

On TV, WGN-TV will offer 38 regular season games to a 13-station network encompassing Illinois, Wisconsin, Iowa, Indiana and part of Nebraska. There will be 23 Sunday games, one holiday game and 14 night road games. In the Chicago viewing area only, WGN-TV will telecast 148 regular season games, including all 81 Cubs home games.

Jack Brickhouse, who has covered the Cubs for WGN since the first year of TV coverage in 1948, is back for play-by-play coverage and his 10-minute postgame show *Tenth Inning*. Sponsors will be Danley Lumber (Rockland Irving Associates) and Al Piemonte Ford (4D's Agency).

Jim West joins Mr. Brickhouse for a fourth season of play-by-play detail, and will have his own 10-minute pregame show, *Lead Off Man*, which is not yet sold.

Montreal Expos

CFCF(AM) Montreal, the originating English-language station for the Expos games, has expanded its radio network this year to 11 stations, including WVMT(AM) Burlington, Vt. And CKAC(AM) Montreal will again be the flagship for a 24-station French-language network. All 162 regular-season games, plus a few selected preseason contests, will be broadcast.

Returning as radio announcers will be Dave Van Horne and Russ Taylor on the English-language side and Jacques Doucet and Claude Raymond for French-speaking audiences.

The pregame and postgame shows in both English and French are considered part of the in-game package and are not sold to sponsors separately (since no Expo player is fluent in French, all interviews over the French-language network

have to be translated in simultaneous voice-over).

The Canadian Broadcasting Corp. will telecast 21 regular-season Expo games to a network encompassing 43 English-language stations and 13 French-language affiliates.

The TV play-by-play men are Dave Van Horne and Duke Snider (in English) and Guy Ferron and Jean-Pierre Roy (in French).

New York Mets

WHN(AM) New York moves into the final year of a three-year contract with the Mets and will broadcast the 162 regular season games and 13 preseason contests. A 25-station regional radio network in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Rhode Island, Maine and Florida has been arranged.

Back again for announcing chores on both radio and television will be Lindsey Nelson, Bob Murphy and Ralph Kiner.

Mr. Nelson will handle a pregame program and Bill Mazur will host a post-game broadcast. WHN indicated it has signed several sponsors for these shows but could not disclose them at this time.

WOR-TV New York has been telecasting the Mets for the 12 years the team has been in existence. One significant change in 1974: The Rheingold Brewery in New York has held TV rights to the Mets' games, but since it is questionable whether the brewery there will continue operations, WOR-TV has elected to assume these rights with the club under a new three-year pact.

This year's TV schedule includes four-preseason and 116 regular-season games, with five other stations in a regional network. WOR-TV will carry the post-game *Kiner's Korner*, with Rayco (Wyse Advertising) as one of the sponsors. The station also said it intends to have a pregame show on Saturdays and Sundays, but plans are not firm.

Philadelphia Phillies

WCAU(AM) Philadelphia, in the second year of a three-year pact, will carry 16 preseason and all 162 regular-season games this year. A regional network of 19 stations in New Jersey, Delaware and other parts of Pennsylvania is being organized.

Announcers again will be Byrum Saam, Harry Kalas and Rich Ashburn. Mr. Kalas and Mr. Ashburn will co-host pregame and postgame shows for which no sponsors had been signed as of last week.

WPHL-TV Philadelphia will be in the fourth year of a five-year contract. The UHF will telecast two preseason and 70 regular season contests. Three other Pennsylvania TV stations will pick up the coverage.

The TV announcers will be Messrs. Saam, Kalas and Ashburn.

There will be a 15-minute pregame *Rich Ashburn Show* and a postgame wrapup with Sid Doherty.

Pittsburgh Pirates

A new partnership—Westinghouse Broadcasting Co. and Pittsburgh Brewing Co.—have taken over as rights holders for Pirates radio and TV. The new three-year contract, announced Feb. 8, replaced the expired rights pact that had been shared equally by the broadcasting company, the brewery and Arco.

Westinghouse Broadcasting's KDKA-AM-TV will continue to report the action with returnees Bob Prince (his 27th year) and Nellie King as the announcing team for radio and television.

KDKA will carry 15 exhibitions plus the full season schedule and expects to match last year's 43-station regional network. KDKA-TV will telecast one exhibition from Clearwater, Fla., and 38 games during the regular season.

Due to the lateness in negotiating the new rights contract, details of adjacent shows and sponsorships aren't complete.

St. Louis Cardinals

Broadcast rights were officially renewed less than 10 days ago for KMOX(AM) and KSD-TV, both St. Louis and they plan to fly higher than ever with the Cardinals.

Nine exhibitions and the full season schedule will be on KMOX, which will again originate for the Cardinal Network of 115-120 stations, five more affiliates than in 1973.

Jack Buck and Mike Shannon will be

back as the radio play-by-play team. Mr. Buck will also handle *Buck at Bat* and *Dugout Interviews*, both pregame shows, as well as *Cardinal Scoreboard* and *Star of the Game*, postgame broadcasts. Laclede Gas Co. (D'Arcy, McManus & Masius), Steak N' Shake (direct) and Cotter Hardware (direct) are principal sponsors.

KSD-TV will telecast one exhibition from Tampa, Fla., on March 30 plus 29 games in the regular season. Due to the lateness in renewing the rights, the regional network is not yet complete. KSD-TV hopes to match last year's total of 20 affiliates.

Jay Randolph, KSD-TV sports director, will again do play-by-play with Mike Shannon on color.

A pregame show will be handled by Ron Jacober and a pregame *Dugout* broadcast by Mr. Randolph. Household Finance (Needham, Harper & Steers) is the major sponsor. In addition, Mr. Randolph will do a scoreboard show.

National League-West

Atlanta Braves

Baseball's story of the year, if not the decade, will come from the ball park where the Braves' Hank Aaron is expected to tie and then surpass Babe Ruth's home run total of 714. While NBC-TV hopes to capture the big mo-

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New face at Chavez Ravine. In a surprise move just two weeks ago the Los Angeles Dodgers left KFI(AM) there, and moved to KABC(AM) Los Angeles. The team had been with KFI for 13 years. At the official announcement (l-r): George Green, general sales manager of KABC; Peter O'Malley, of the Dodgers; Ben Hoberman, general manager of KABC; Dave Van De Walker, and Merritt Wiley, both of the Dodgers.

ment, Atlanta's WSB and WTCQ(TV) are sure to report it.

WSB, going into its ninth year of Braves' coverage, will have a regional network with a minimum of 55 outlets. Broadcast schedule covers 10 exhibitions and the regular season.

Milo Hamilton and Ernie Johnson will handle both radio and television play-by-play.

Pregame and postgame shows on radio will be principally sponsored by Atlanta Beverages and General Finance Corp.

While radio rights are retained by the Braves, the television rights were sold to WTCQ under a five-year contract that began prior to the 1973 season. The channel 17 independent's flexibility in being able to accommodate a large baseball schedule in prime time was a major factor in the move. Sidney Pike, station manager and vice president of the licensee Turner Communications Corp., said four preseason and 52 regular-season games will be telecast with the possibility of an additional four TV dates. The regional network is expected to number about 30 affiliates.

Pregame and postgame shows are being sold on a participating basis.

Cincinnati Reds

WLW(AM) Cincinnati has signed a new three-year contract with the Reds to again serve as the key station of the team's network, which in 1974 will encompass 112 stations in 85 markets in Ohio, Indiana, Kentucky, Virginia, West Virginia and Tennessee. The Reds' director of broadcasting, James Winters, says three new markets have been added this year: Nashville; Fort Wayne, Ind.; and Columbus, Ohio. WLW will broadcast all 25 of the Reds' spring-training games and the 162 regular-season contests.

Marty Brennaman will replace Al Michaels on play-by-play and Joe Nux-

hall returns as color man. Mr. Brennaman will join Reds' Manager Sparky Anderson for the first of two 10-minute pregame shows, *The Main Spark*. The other pregame show is *Turf Side*, dugout interviews with Mr. Nuxhall as host.

The two post-game shows, also 10 minutes each, are *Star of the Game*, with Mr. Nuxhall conducting interviews, and *Scores and Comments*, with Mr. Brennaman.

Rotating sponsors in these four shows are Uniroyal's Ked's shoes (direct), B. F. Goodrich tires (E. C. Bartlett), Chrysler-Plymouth dealers (Young & Rubicam), Cincinnati Milk Sales Association (Midland), Blue Cross/Blue Shield of Southwest Ohio (Oppenheim/Herminghausen/Clarke), *The Cincinnati Enquirer* (Stockton/West/Burkhart), Jamboree Sporting Goods (direct), Sweeney Chevrolet (J. S. Freedman), International Harvester (Holland Co.), and Dodge Dealers of Cincinnati (BBDO).

WLWT(TV) Cincinnati has also signed a new three-year contract as the nucleus of a nine-station network in Ohio, Indiana, Kentucky, and West Virginia. This year's Reds' TV schedule calls for one preseason game, three regular-season home games and 31 regular-season away games.

Charlie Jones returns for his second year as the TV play-by-play man. The station is seeking a new color commentator to replace last year's Wes Parker.

Pregame TV activity will be *Dugout Dope*, a 10-minute program inserted before games televised on weekends. No sponsors are signed yet.

Houston Astros

For the third year, KPRC-AM-TV Houston will originate coverage of the Astros. KPRC will broadcast the regular-season schedule plus 20 exhibitions. KPRC-TV will telecast 18 regular-season games plus two preseason contests. Radio will be

passed down the line to 33 other stations; the telecasts will be fed to 23 other outlets.

Returning as the Astros play-by-play team will be Gene Elston and Loel Passe.

The Astros are again planning pregame and postgames on radio and TV. Back as the major sponsor (one-half) will be Coca-Cola (McCann-Erickson).

The Astros package and sell their own broadcast coverage. Jack Carlin is director of broadcasting.

Los Angeles Dodgers

After 13 years with KFI(AM) Los Angeles, the Dodgers will jump to KABC(AM) there, it was announced just 10 days ago. A radio network of 10 stations will tie into KFI's coverage of the 162-game regular schedule plus preseason exhibitions starting March 9.

Vince Scully and Jerry Doggett will continue on the radio play-by-play.

Two pregame and two postgame shows are planned with the tab being picked up by McDonald's (Needham, Harper & Steers), Datsun (Parker), Pepsi-Cola (BBDO), Farmers Insurance (Honig-Cooper & Harrington), Monroe shock absorbers (Aitkin-Kynett) and Western Airlines (BBDO).

KTTV(TV) Los Angeles will return to handle an undetermined number of road telecasts. Sponsors for the TV pregame and postgame shows have not been given.

Messrs. Scully and Doggett will also announce on TV.

San Diego Padres

The San Diego Padres continue to have difficulties in setting up a viable broadcast arrangement. This winter, beset by the possibility of the franchise being switched elsewhere, the radio-TV picture became even more complex.

And even now with new owner Ray Kroc keeping the club in San Diego, the only things definite on the broadcast side are that KOGO(AM) San Diego, will be back for radio coverage and that Jerry Coleman and Bob Chandler will be returning as the play-by-play team. It is understood that KOGO is to be paid on a per-game basis for carrying the games.

San Francisco Giants

KSFO(AM) San Francisco will be going into its 17th year of Giants baseball, feeding a radio network of 15 affiliates.

A new play-by-play team of Al Michaels and Art Eckman will report the action. Pregame and postgame radio sponsors so far include American Bakeries (A/Media), Sears (Talbot) and Marine World (Pritikin & Gibbons).

KTVU(TV) Oakland-San Francisco will be back to originate approximately 20 road games for a two-station network.

(The foregoing "Special Report" was prepared by Fred Fitzgerald, senior editor, Washington, with files from bureaus in New York and Hollywood.)